

NYU RADIO NETWORK

MEMO: October 4, 1964

TO: Steve Wisch, Sales Manager, WCAG; President Triad Club

cc: Professors Emerson and Falk; Joe Steinberg, WNYU

FROM: Michael Marcovsky, WCAG

RE: Time Sales Agreements and Arrangements

I. Network Agreement

The General Managers of WNYU and WCAG have worked out the basic arrangements for the sale of commercial time on both stations on a Network basis. Additional arrangements and coordination will be handled by the Managers or their designees. It is agreed that time sold (either spots or program sponsorship) during the day at the going rates will be matched by corresponding time at night and vice-versa. Thus clients will be getting twice as much advertising benefit for the same price by buying both campuses on the Network basis. Time will be allotted at both stations on the basis of best availability, as much as possible according to the clients' wishes. All advertising revenue will be divided equally by both WCAG and WNYU as per the agreements made by the two General Managers.

II. Rate Card

A. Spot Rate=\$1 per minute, yielding one spot on WCAG and one on WNYU.

B. Program Rate=\$2 per half hour (times number of programs a week, times the number of weeks per semester, etc.), yielding two one minute commercials per half hour of time plus opening and closing billboards, two half hour programs being run (one on WCAG, one on WNYU) for each half hour sponsored. The rate for an hour program is \$4 per program, with four one minute spots, etc. as above, and so forth. A frequency discount of 10% is allowed on the purchase of program sponsorships for 15 weeks or more. It is hoped that the bulk of advertising sold (certainly to non-campus clients) will be on a program basis. This will (1) provide for steady income; (2) facilitate traffic operations by providing for a regularity in copy placement; and (3) fit in with the limited traffic facilities at the Heights, as well as fit in with the greater number of shows that are pre-taped at the Heights.

C. Special Arrangements for limited spot buys.

Semester or yearly spot packages do present a handling problem. However, this arrangement is more easily handled by the two stations that is the limited spot buy (from campus organizations for specific events, for example). The handling of these sales will have to be worked out. It is possible that such limited spot sales be placed in WCAG campus newscasts, or in 'QXR news agencies. However, this makes the matching of schedule by the Heights a problem as newscasts are not schedule on the same regular basis i.e. five minutes of news, both campus and 'QXR on almost everyhour. Although spot clients placed on WCAG newscasts do not get the "2 for 1" deal (if this line of reasoning is agreed upon by the Managers) as do regular spot buyers, or more properly, program sponsors, these limited spot buyers do enjoy a good placement in the middle of, or near newscasts. Experience at other schools shows that news tends to have a rather high listenership on campus station. Thus, following the above lines of reasoning, the limited spot buyer is still getting a good deal for his money.

D. Trade Deals

Both Managers have agreed that spots sold by one station under "trade agreements" (e.g. the Square Journal deal) will be matched by the other station if this is so desired, as the benefits (in advertising, promotion, or whatever) will tend to benefit the Network).

E. Basketball - Sponsorship sold on Network basis.

The coverage of the basketball games is a Network function, financed by Network funds (from the University), and produced by Network staff members from both campuses. The special rates for the games will be decided upon in the near future by the General Managers, and turned over to the Sales Department. As with the other revenue from Network time sales, the income from the basketball games will be equally divided by the two stations.

III. Representation

The NYU Radio Network will be represented in the area of commercial time sales by the Triad Club. Hopefully, the bulk of time sales will be made through the Triad sales staff. Triad will be responsible for the printing of adequate and proper rate cards and contracts. Triad will do its best to absorb the printing costs. However, the Network will underwrite these costs up to \$10.00, pending the payment of these costs through income from the sale of time. The contracts will make provisions for make-goods (rather than refunds) in the event of pre-emption of commercial time for news, and other types of specials. The Network reserves the right of pre-emption with or without prior notice. The writing and/or clearance of commercial copy will be handled by Triad, subject to the standards of the Network Program Departments. Production spots may be sold by Triad, which will be aided in their production by the Network at a cost of \$30 per production spot/.

IV. Accounts Already Sold Through WNYU

The following accounts have already been sold through the staff of WNYU: The NYU Campus Stores; Basin Street East; a Division of Time-Life; Barney's; the Village Gate & Vanguard. Therefore, these accounts are not to be approached by Triad members, unless so asked by the General Managers. Provisions will be made soon for the matching of these spots during the day.

V. Downtown Campus Sales -- Triad should work with WCAG Business Manager, Ronald Fox, in the handling of sales to campus organizations.

VI. Coordination with WCAG Traffic and Business Managers -- To be done immediately by Triad.

VII. Coordination with Heights -- The Traffic Department at the Square will conduct the necessary coordinating operations with the Traffic Department at the Heights. The person with whom this will be accomplished will be named by the Manager of WNYU and forwarded to Traffic at the Square through the WCAG Manager.

VIII. Corrections, Additions, or Changes to the arrangements described above should be noted and given immediately to the writer of this memo.

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